

WHAT IS CLAIMED IS:

1. A content delivering system comprising:
a host server for receiving a plurality of inputs, such inputs respectively including associated display conditions;
a display terminal for displaying at least one of said plurality of inputs in accordance with said associated display conditions; and
a transit server for receiving said plurality of input, storing said plurality of input, and timely distributing at least one of said plurality of inputs to said display terminal.
2. A content delivering system according to claim 1, wherein said host server is adapted to calculate a fee for display of each of said plurality of input, and
wherein said fee is calculated based on said associated display conditions.
3. A content delivering system according to claim 1, wherein said host server is adapted to calculate a fee for display of each of said plurality of inputs, and
wherein said fee is calculated based on a potential viewer population.
4. A content delivering system according to claim 1, wherein said transit server is adapted to deliver the at least one input to said display terminal in advance of display of the at least one input, and such input(s) are stored therein until displayed.
5. A content delivering system according to claim 1, wherein when display conditions require deletion of a certain input that is subject to display, said transit server is adapted to issue an erase command to an appropriate display terminal, to effect removal of such input from said display terminal.
6. A content delivering system according to claim 1, wherein said display terminal has a chiral nematic liquid crystal display having a cholesteric phase.
7. A content delivering system comprising:

a host server for receiving a plurality of inputs, such input respectively including associated display conditions;

a plurality of display terminals for displaying at least one of said plurality of input in accordance with said associated display conditions; and

a plurality of transit servers for receiving ones of said plurality of input, storing said ones of said plurality of input, and timely distributing one of said plurality of input to at least one of said plurality of display terminals,

wherein said associated display conditions include certain data that defines at least one of said plurality of display terminals to receive related inputs at said plurality of inputs for display, and

wherein said associated display conditions include certain data that defines at least one of said plurality of display terminals to receive related input(s) of said plurality of inputs for display.

8. A content delivering system according to claim 7, wherein said plurality of transit servers includes a pair of transit servers, coupled in series, between said host server and at least one of said plurality of display terminals.

9. A content delivering system according to claim 7,
wherein said plurality of display terminals are divided into a plurality of groups, and
wherein each of said plurality of transit servers is adapted to deliver input to one group of said plurality of groups, and such input is displayable at a prescribed time on each display terminal of such group.

10. A content delivering system according to claim 9, wherein said display conditions associated with each of said inputs include a display terminal ID, said display terminal ID corresponding to one of a particular display terminal within a related group of display terminals.

11. A content delivering system according to claim 9,

wherein one of said plurality of transit servers serves as a first level transit server, and wherein others of said plurality of transit servers serve as second level transit servers, each second level transit server having a corresponding group of display terminals, said plurality of second level transit servers receiving are adapted to receive input and associated display conditions from said first level transit server for delivery to and display on their respective corresponding group of display terminals.

12. A content delivering system according to claim 11, wherein each second level transit server is adapted to select at least one display terminal of its corresponding group of display terminals based on corresponding display conditions and distribute said input to the at least one display terminal.

13. A content delivering system according to claim 7, wherein said host server is adapted to indicate a fee to display the input and wherein said fee is calculated based on the corresponding display conditions.

14. A content delivering system according to claim 7,
wherein said host server is adapted to calculate a fee for display of each of said plurality of inputs, and
wherein said fee is calculated based on a potential viewer population.

15. A content delivering system comprising:
a host server for receiving a plurality of inputs, such input respectively including associated display conditions;
a plurality of display terminals for displaying input(s) in accordance with said associated display conditions; and
a plurality of transit servers for receiving at least one input, storing said at least one input, and distributing at least one input to an appropriate one of said plurality of display terminals.

16. A content delivering system according to claim 15, wherein said host server is adapted to indicate a fee to display the input and wherein said fee is calculated based on the corresponding display conditions.

17. A content delivering system according to claim 16, wherein said host server is adapted to calculate a fee for display of each of said plurality of inputs, and wherein said fee is calculated based on a potential viewer population.

18. A transit server for a content delivering system, said content delivering system including a host server and a plurality of display terminals, said display terminals being organized into a plurality of display terminal groups, said transit server comprising:

receiving means for receiving input and display conditions corresponding to said input from the host server; and

a determining means for determining from said display conditions an appropriate display terminal group destination for said corresponding input.

19. A transit server according to claim 18, wherein each of said plurality of display terminal groups includes at least two display terminals and wherein said transit server is adapted to distribute to each display terminal in such group.

20. A transit server according to claim 18, wherein said determining means is further adapted to determine a particular one of said display terminals of said appropriate display terminal group

21. A transit server according to claim 19, wherein said determining means is adapted to determine appropriate handling of any currently displayed input prior to delivery of said input to the appropriate display terminal.

22. A transit server according to claim 18, wherein said transit server has a first level and a second level; and

wherein said second level is coupled to said first level and is coupled to the plurality of display terminal groups, said second level being adapted to receive input and display conditions from said first level for delivery to at least one group of the plurality of display terminal groups.

23. A method of using a host server and at least one transit server to direct the display and routing of input content to display terminals based on display conditions corresponding to the input content, the method comprising the steps of:

transmitting input content and display conditions from the host server to the at least one transit server;

determining if all necessary display conditions have been received;

when all necessary display conditions have been received, determining whether or not the content is displayable based on the display conditions,

when said content is displayable, determining an appropriate display terminal destination based at least in part on said display conditions, and

calculating and transmitting charge data to the user; and

when said content is displayable, timely transmitting said input content and said display conditions from the at least one transit server to said appropriate display terminal for display according to said display conditions.

24. A method according to claim 23, further comprising the steps of:

when less than all necessary display conditions have been received, retrieving vacancy data for a missing necessary display condition; and

transmitting said vacancy data to a user for use in determining an input for said missing necessary display condition.

25. A method according to claim 23 further comprising the step of:

when said content is not displayable, transmitting a message to the host server which indicates a non-display state to the user.

26. A method according to claim 23, wherein the step of calculating said charge data includes determining said charge data based at least in part on display terminal ID information transmitted with the display information.

27. A method according to claim 23, wherein the step of calculating said charge data includes determining said charge data based at least in part on potential view population data.

28. A method according to claim 23, the step of calculating said charge data includes the step of determining said charge data based at least in part on said display conditions, the appropriate display terminal destination, and potential viewer population data.

29. A computer readable medium having a memory system and a program stored thereon, the program implementing a method of using a host server and at least one transit server to direct the display and routing of input content to display terminals based on display conditions corresponding to the input content, the method comprising the steps of:

transmitting input content and display conditions from the host server to the at least one transit server;

determining if all necessary display conditions have been received;

when all necessary display conditions have been received, the at least one transit server determining whether or not the content is displayable based on the display conditions,

when said content is displayable, determining an appropriate display terminal destination based at least in part on said display conditions, and

calculating and transmitting charge data to the user; and

when said content is displayable, timely transmitting said input content and said display conditions from the at least one transit server to said appropriate display terminal for display according to said display conditions.

30. An internet-based interactive facility utilizing a computer readable medium having a memory system and a program stored thereon, the program implementing a method

of using a host server and at least one transit server to direct the display and routing of input content to display terminals based on display conditions corresponding to the input content, the method comprising the steps of:

transmitting input content and display conditions from the host server to the at least one transit server;

determining if all necessary display conditions have been received;

when all necessary display conditions have been received, the at least one transit server determining whether or not the content is displayable based on the display conditions,

when said content is displayable, determining an appropriate display terminal destination based at least in part on said display conditions, and

calculating and transmitting charge data to the user; and

when said content is displayable, timely transmitting said input content and said display conditions from the at least one transit server to said appropriate display terminal for display according to said display conditions.